

The Marketing Plan Final Project

Marketing firms must include each section of the Marketing Plan for their clients in order for them to be successful. You will submit a formal copy of the plan as a PDF file and you will prepare a short presentation highlighting the plan and pitch your ideas it to the client.

THE MARKETING PLAN

1.) Client Discovery and Situation Analysis

- The Client Discovery must demonstrate an understanding of how the business works (Products, Services and what they do)
- Explanation of the current status of the company. Identifying Successes and Challenges with current efforts (Partners Program and Junior Amateur).
- Explanation and summary of their current Marketing Efforts with those two events. Reference elements of the promotional mix and whether or not they have been successful. Provide facts and details
- What are they looking to accomplish with their marketing?

*******Notes, Recording or other evidence of the interview/correspondence must be included in final submission of the plan.**

2.) Research Competitors

- Who are their competitors and what are they doing (Offerings, Who, What and How)?
- Discover their Similarities and Differences, then identify with the client what their own Competitive Advantage is and explain why? (Reference the competition so the competitive advantage is clear)
- Promotional Mix - What is presence of the competition's promotional mix and what do they do?

3.) Identifying/Target Market and their Buying Behaviors

- Create the Customer Profiles/Personas for **2** of the client's target markets for each company objective. Clearly include the following information in the persona. (Tell their story)
 - Demographics, Psychographics, Geographic, Benefit Expectations, Product Usage
 - Buyer Behaviors
 - Needs/Wants
 - Motives - Emotional, Rational, Patronage
 - Influences - Social Groups, Culture, Standard of Living, Personality Traits
- ****Include a Image to support the visual of the customer group

4.) Business/Marketing Objectives (Make sure they are SMART goals)

- Create at least 2 SMART Goals for your client.
- Make sure to demonstrate how they are SMART
- Make sure to provide a short and clear explanation of the objectives

5.) Strategy

- Develop the different plans/course of action to obtain the identified Goals.
- The plans should answer the SMART Goals.
- Be detailed but summative. Do not discuss any of the tactics here.

6.) Promotional Mix/Developing the Tactics

- Develop Promotional Objectives that will help the client reach their SMART Goals
 - Name the objectives being used and why they are most important.
- Determine the Promotional Mix - (Advertising, Publicity/Sponsorship, Selling, Direct Marketing, Sales Promotions) that will be best fitting for the client. Your firm must include the following for the client:
 - 1.) At least one element from **each** part of the promotional mix **AND** provide an explanation for why it was chosen.
 - 2.) Explain how the mix element will connect with the Target Markets identified. (Written)
 - 3.) **Create** each of the Tactic in the way they would be used in the real world. Characteristics of each tactic needs to be addressed
 - Professionalism
 - Grammar/Spelling
 - Emphasizing the goals of the client
 - Appeals
 - Sources/Spokesperson
 - 4.) Creates the Media Plan for 1 Month Time frame.

7.) Budget

- Understand the Budget that the company has to work with and put together the total estimated cost for the client for the execution of the promotional mix.
- Identifies the estimated costs for executing each Tactic based on medium chosen
- Explain what type of budget that you recognize the client to have and explain why.
- Make sure you have chosen the promotional mix that will fit within the budget.

8.) Measurement and Tracking Methods

Provide tools for the client to help them determine if the Marketing Plan is successful?

- Describe how you will track each tactic to identify whether or not each tactic was successful. Make sure to discuss how each tracking method will work.
- What will the Business have to do and what would the firm have to do?

9.) Present and Share Marketing Plan

- Pitch your ideas and marketing plan to the client for their feedback.
- Formal Organization (Final PDF copy and Printed Version) for the client.
- Clear knowledge of the plan, all **5 examples** of the mix are present for each aspect of the clients request and the explanation of how the plan will help them reach the business SMART Goals.
- Effective Visuals, Organization, Presentation Skills - (Rubric)